

How should we evolve our product offerings to address the drive for sustainability in our market?



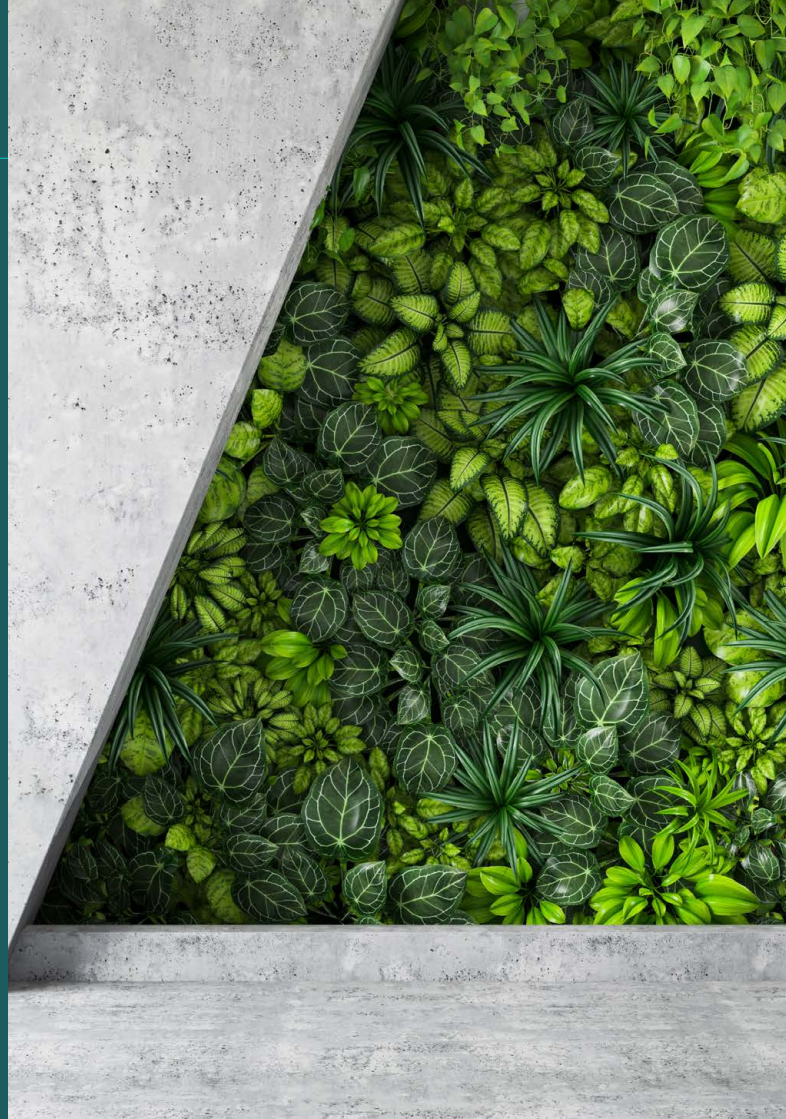
The project aimed to understand how sustainability drivers – including regulatory, standards, societal and customer demand – were likely to change the needs of our client’s customers and, therefore, the nature and type of product that would be needed to win in the market.

Technologies

- Foresight
- Scenario planning
- Technology strategy

Domain expertise

- Chemicals
- Agri-tech
- Food



Our client asked:

Our client recognised that its customers were under pressure to adopt significantly more sustainable practices – a fact that would likely change the requirements of the product they sold.

Although unlikely to have a major impact on their product portfolio in the short term, they wanted to understand what their future needs might be and to identify areas which their R&D efforts should focus on.

The project story:

The project started with a workshop designed to help define a set of themes, which then enabled us to explore how sustainability might impact our client's business in the next 5-10 years.

We used one-to-one consultations to build and test hypotheses and a final list of 10 sustainability themes were explored with external stakeholder – including customers, industry commentators, regulators, and NGOs.

A clear set of issues were identified during our conversations with market stakeholders which were then linked to explicit areas of opportunity, threat, and for which R&D initiatives had a substantive role in realising and defending.

Results: deliverables and outcomes

The output was shared with the client's senior leadership team. It was then used to explore and rationalise specific areas of R&D investment.

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